



Transformational retail gains: Calculating how shelf digitization pays off

Thank you for your interest in Trax. If you've come this far, you're probably curious to know how to turn shelf data into actual gains and what is the rationale behind the figures you saw on using the **Retail Watch Calculator**. Here's how it works.

Gains retailers realize from Trax's shelf digitization fall into three categories

- Reducing cost by increasing staff productivity
- Increasing sales by improving on-shelf availability (OSA)
- Boosting customer loyalty with enhanced shopping experiences



Grow your sales

Consumers hate to experience out-of-stocks (OOS), whether in-store or online.

40%*

The average number of cases in which the retailer loses the sales opportunity due to OOS. Studies show that shoppers often won't settle for substitutes and will seek the product elsewhere. This applies to both in-store and online shopping.



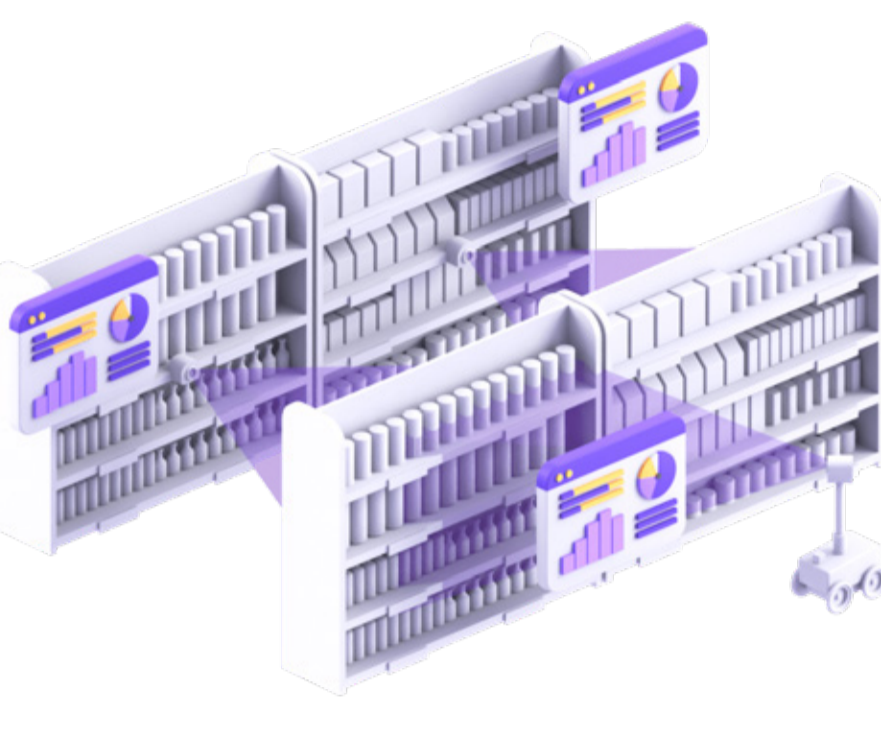
Advantages of using Trax technology

- ✓ Greater OSA
- ✓ Shorter OOS duration
- ✓ Happy shoppers who want to return



Typical availability-to-sales correlation for the Retail Watch Calculator*

*Every 3% improvement in OSA accounts for 1% sales lift



Free up labor

Manual gap scans are error-prone and take time away from serving customers. Using shelf cameras, ceiling mount cameras, or roving robots, Trax saves store workers thousands of hours of tedious aisle walking, while providing accurate and actionable data.

250-350

Monthly hours are wasted on manual gap scans in a typical supermarket



Advantages of using Trax technology

- ✓ Real-time OOS alerts to store staff
- ✓ True inventory
- ✓ Prioritized list of actions



3,000

Minimum hours a store saves annually on gap scans with Trax's Computer Vision solutions

33%

Slower picking of online orders that have OOS items and require significant substitutions

OOS incidents make online order fulfillment challenging, sending employees on treasure hunts to track down missing items or find a substitute item. In fact, according to a survey conducted among online grocery pickers in the US, the hunt for OOS items and the search for substitutes are the biggest delaying factors in the picking process. Turbocharge your pickers by keeping shelves stocked and providing a true view of what's on the shelf, with Trax Retail Watch.

Pick rate

60-100

Average number of items picked in an hour



Advantages of using Trax technology

- ✓ Expedited picking
- ✓ Accurate item location
- ✓ Reflects true inventory online



Faster picking, thanks to higher OSA, true inventory, and precise location with Trax

Price and promo integrity

Customers hate sticker shock at checkout — and missing out on great deals. And regulators can come down with heavy fines for retailers with poor price compliance. So, retailers spend a lot of time and money looking for mispriced items. Trax's Computer Vision technology eliminates that problem and ensures pricing labels are up to date at every store without costly audits or any manual labor.



Promotions are one of a grocer's most effective sales boosters. An average store has 1/3 of its products on promotion at any given time. However, executing promos is often an operational challenge that results in numerous errors:

- Misplaced signage
- Delayed display setups
- Incorrect pricing

These errors can dull the potential of the promo.



\$9,000

Cost per audit at an average store with 30,000 SKUs

98%

Minimum acceptable price compliance in many countries

Advantages of using Trax technology

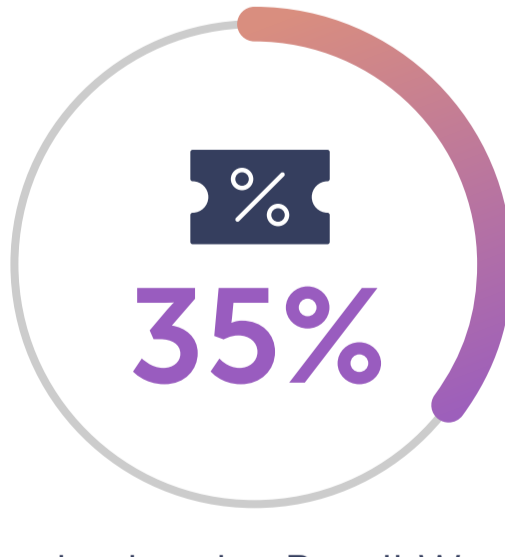
- ✓ Improved pricing integrity
- ✓ Avoid heavy fines for non-compliance
- ✓ Realize full potential of promos



\$75,000

Fine regulators commonly charge for stores with price integrity gaps of over 2%.*

*The Retail Watch Calculator assumes 2%+ price errors and 1 annual audit per store.



Total sales the Retail Watch Calculator assumes are driven by promotions

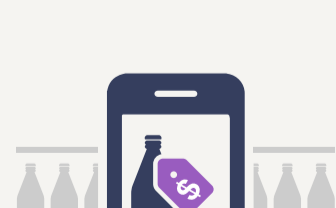


The expected revenue boost provided by promotions

Other benefits of using Trax's Computer Vision technology



Accurate forecasting



Better category collaboration with suppliers



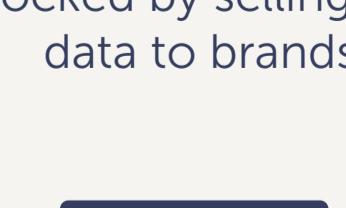
New revenue streams unlocked by selling shelf data to brands



Intelligent space planning



Automated ordering based on true availability



Cleaning perpetual inventory data

Thus, by reducing OOS rates, expediting picking, and ensuring price compliance and promo integrity, retailers can avoid losing sales and foster growth, guarantee positive customer experiences, and avoid regulatory fines. Trax's transformational shelf digitization is helping retailers do all this while also unlocking great ROI.

Please **get in touch** if you'd like to learn more.